

CTR Performance Grants

Improving the Program

Robinson Hartsell

Public Transportation and Rail Division

Douglas B. MacDonald

Secretary of Transportation

Paula Hammond

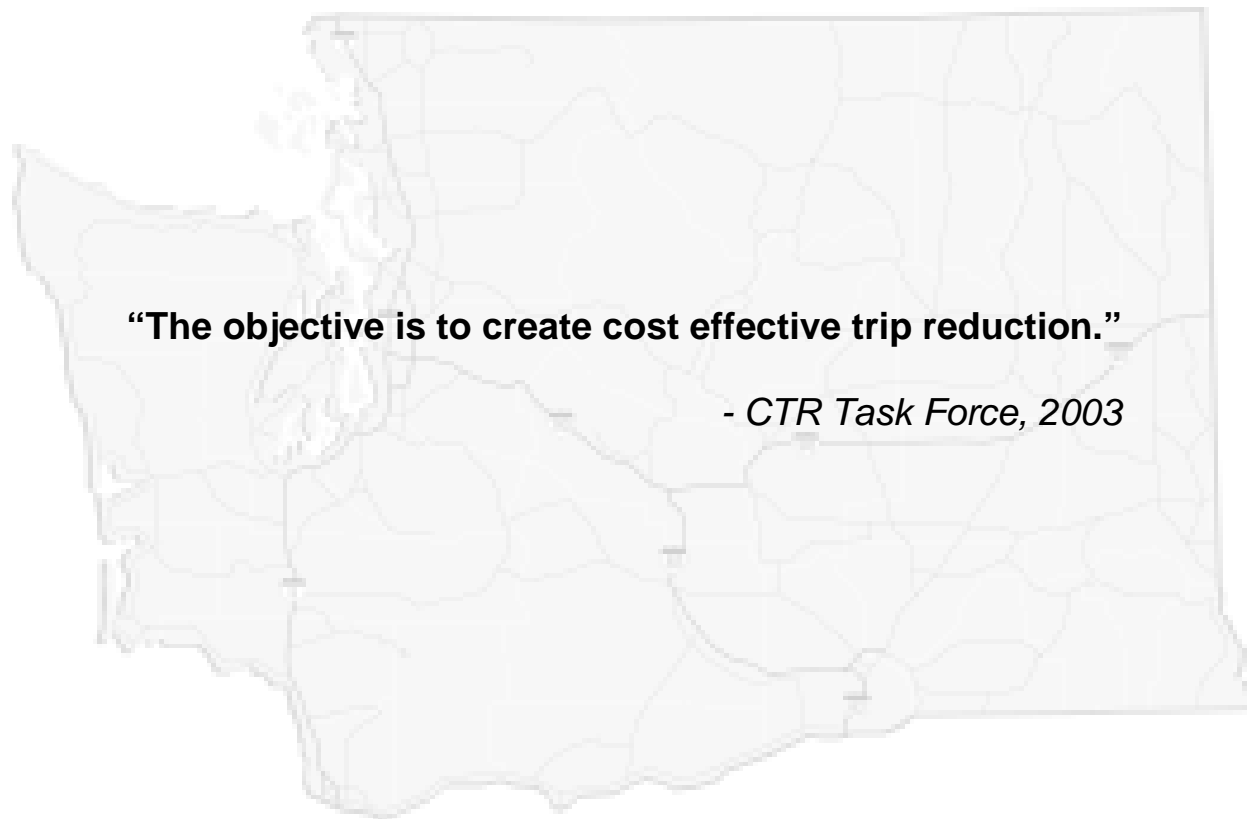
Chief of Staff

Public Transportation Conference

August 22 - 24, 2005



**Washington State
Department of Transportation**



05 – 07 CTR Performance Grant Program

Problem statement –

“How do we improve the program?”

CTR Performance Grant Program Brief History

- ✓ Legislature created program in 2003
- ✓ WSDOT/CTR Task Force developed and implemented in 2004
- ✓ Measurement in 2005 demonstrated the program reduced trips

03 – 05 Program: Process Assessment

UW research team identified multiple areas to improve

- ✓ Program purpose and structure
- ✓ Trip reduction market
- ✓ Trip price
- ✓ Program measures

Process for developing the 05 – 07 Program

- 1) Appoint a review and development committee
- 2) Identify areas for review and improvement
- 3) Present recommendations to the CTR Task Force
- 4) Revise the program WAC
- 5) Develop new marketing strategy and materials
- 6) Implement new program
- 7) Agreements with new contractors

The Review and Development Committee

Made up of:

- 1) CTR Task Force
- 2) '03-'05 Contractors
- 3) Interested parties

The committee met weekly during the Summer to discuss the program

Recommendations for Improvements

- The committee developed seven recommendations, all adopted by the CTR Task Force

Program redesign: Branding subcommittee

Recommendation 1



Program Name

Trip Reduction Performance Program (TRPP)

Program redesign: Clarify Purpose

Recommendation 2

Cost effective trip reduction

- Rewrite WAC so that primary purpose is to create cost effective trip reduction

Innovation

- Support innovative projects by incorporating a criterion for “innovative” projects in application

Sustainability

- As a screening criteria
- Within multi-year projects

Innovation

A new project for the area.

Program redesign: Multiple year projects

Recommendation 3

- Allow 3 to 5 year projects
- Measure multi-year projects at least every 2 years

Program Redesign: Project Timeline

Recommendation 4

Timeline for all projects –

- Applicant to specify start date in application
- Applicant to specify baseline, interim (if needed), and final survey timeline in application
 - Conduct baseline survey at beginning of project (may use CTR annual survey showing pre-project condition as long as it is from the most recent survey period)
- Start up costs paid only after baseline measurement is accepted or completed

Program redesign: Trip Price

Recommendation 5

Trip Pricing / Payment –

1. Maximum trip reduction price based on optimal tolling for the highway system in the Puget Sound region
2. 50% startup cost (for 1 – 2 year projects)
3. A single “per trip” cap statewide
4. 120% or \$460 (which ever is less) for each trip that exceeds projected goal

Program redesign: Geography

Recommendation 6

Geography – The following selection criteria will be applied:

A minimum of....

1. 10% from the Puget Sound region
(King/Pierce/Snohomish)*
2. 10% from the non-Puget Sound region*
3. 10% from statewide*

*WSDOT is bound only if there are applications that fit the structure and are viable, cost effective trip reduction projects.

Coordination between projects

Recommendation 7

- Notify review team and applicant of potential for project overlap
- If project overlap occurs, adjust the payout by dividing amount per trip by the number of TRPP projects they are participating in

WAC revision timeline

- WAC revisions submitted on August 3rd
- Public hearing on September 13th
- WAC adopted by October 4th

Communication Plan

Objective

- Obtain the maximum number of quality proposals
- Develop a marketing plan
- Establish a program timeline

Ensure that the eligible parties know...

- That the state pays for trips reduced
- What types of projects are eligible
- The criteria for judging the applications
- That WSDOT staff is available to develop ideas and help prepare applications

TRPP Schedule

DRAFT

September 5 – 16	Week 1 – 2	– Revise training materials and develop invitation letters
September 19 – 23	Week 3	– Test written materials, prepare web site
September 26 – 30	Week 4	– Final edits on materials; print; write media releases; begin outreach to possible partners such as property management associations
October 3 – 7	Week 5	– WAC scheduled for adoption October 4–5 – Publish media releases – Physical mailings to CEOs, program managers, and ETCs – Emails to property management associations and chambers of commerce
October 10 – 21	Week 6 – 7	– Registration for trainings; WSDOT staff must be available to answer questions
October 24–28	Week 8	– Conduct trainings: 2 on the West side and 1 Eastside
Oct 31–Nov 11	Week 9 – 10	– Potential applicants prepare proposals: WSDOT staff available to assist
	Week 10	– Reminder emails or parties to those who attended training or requested applications
November 1 – 18	Week 11	– Applications due on Friday, November 18
Nov 21–Dec 1	Week 12 – 13	– WSDOT staff prepares applications for review [Legislative report being finalized at the same time]
December 5 – 29	Week 14 – 17	– Proposals being reviewed. Note holidays.
January 4	Week 18	– Announce winning projects, publish press releases

Committee Materials

www.wsdot.wa.gov/tdm/taskforce/tfmaterials.cfm

Robin Hartsell
WSDOT CTR Administrator
(360) 705-7508
hartser@wsdot.wa.gov